

IN THE CLAIMS

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1. A method of tracking information provided to a computer system from a server, the method comprising:

providing an identifier identifying the computer system;
providing at least one database associating the identifier with information specific to a computer user associated with the computer system;
the server receiving the identifier, the server affiliated with the at least one database;
transmitting the information to the computer system that is specific to the identifier;
logging the transmittal of the identifier in one of the at least one database;
when the server receives an identifier, checking the at least one database for the identifier;
if the identifier is not found, querying the computer user as to whether the computer user desires to participate in receiving the information from the server; and
if the computer user desires to participate, building one of the at least one databases that associates the identifier with the computer user.

2. The method of Claim 1 wherein the logging the transmitting of the identifier further includes:

incrementing a counter associated with the identifier.

3. The method of Claim 1 further comprising:

providing that the information transmitted to the computer system includes at least one of advertisements, informational data, advertisements specific to the computer user, and informational data specific to the computer user.

4. The method of Claim 1 further comprising:

providing that the server is one of an advertisement broker, a server hosting advertisements, and a server hosting advertisements and informational data.

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5. The method of Claim 1 further comprising:
providing an application program;
if the computer system does not contain a preexisting identifier associated with the at
least one database, querying the computer user as to information specific to the
computer user; and
storing the information in one of the at least one database.

6. The method of Claim 1 wherein the transmitting the identifier includes:
requesting access to the server by the computer user via the worldwide web; and
transmitting the identifier when the computer user requests access from the server.

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~~7. The method of claim 1 further comprising:
if the identifier is found in the at least one database, searching for matching
information unique for the identifier and for the computer user;
if matching information is found, transmitting the information unique for the identifier
and for the computer user to the computer user from the server;
if no matching information is found, transmitting one of generic information and no
information; and
logging the transmittal of the identifier in one of the at least one database.~~

8. The method of Claim 1 wherein the identifier is one of a system code, a system
code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a
peripheral device and a unique identifier stored on a hard drive.

9. The method of Claim 1 wherein the information unique to the computer user
includes one of incentives, bonuses and discounts on a plurality of goods.

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10. A computer system comprising:

a processor;

a memory device coupled to the processor;

an identifier for a computer system associated with a computer user, the identifier identifying the computer system, the identifier capable of being transmitted to a server, the server affiliated with at least one database that associates the identifier with the computer user and information specific to the computer user, the server tracking the transmittal of the identifier and an application program that queries the computer user to obtain data for associating information specific to the computer user for transmittal, the application program storing the data in the at least one database and associating the identifier with the data.

11. Canceled.

12. The computer system of Claim 10 wherein the server is accessible to the computer user via the worldwide web.

13. The computer system of Claim 10 wherein the information specific to the computer user includes at least one of advertisements, informational data, advertisements specific to the computer user, and informational data specific to the computer user.

14. The computer system of Claim 10 wherein the server increments a counter each time the identifier is received by the server.

15. The computer system of Claim 10 wherein the database is affiliated with an advertisement broker that is also affiliated with the server, the advertisement broker receiving the identifier and logging the transmittal of the identifier in a database to track the transmittal of information specific to the computer user.

16. The computer system of Claim 10 wherein the identifier is one of a system code, a system code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive.

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17. A system for tracking information transmitted by and to a computer user, the system comprising:

means for providing an identifier for a computer system associated with the computer user, the identifier identifying the computer system;

at least one database associating the identifier with the computer user and information specific to the computer user

means for transmitting the identifier to a server, the server affiliated with the at least one database;

means for transmitting the information to the computer system that is specific to the identifier; means for logging the transmittal of the identifier in one of the at least one database;

an application program, the application program querying the computer user as to information specific to the computer user if the computer system does not contain a preexisting identifier associated with the at least one database; and

means for storing the information in one of the at least one database.

18. The system of Claim 17 further comprising:

a counter, the counter incrementing upon at least one of the transmittal of the identifier to the server and the transmittal of information to the computer system.

19. The system of Claim 17 wherein:

the information transmitted to the computer system includes at least one of advertisements, informational data, advertisements specific to the computer user, and informational data specific to the computer user.

20. The system of Claim 17 wherein:

the server is one of an advertisement broker, a server hosting advertisements, and a server hosting advertisements and informational data.

21. Canceled.

22. The system of Claim 17 wherein the server is accessible to the computer user via the worldwide web.

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23. The system of Claim 17 wherein the information specific to the computer user includes at least one of advertisements, informational data, advertisements specific to the computer user, and informational data specific to the computer user.

24. The system of Claim 17 wherein the identifier is one of a system code, a system code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive.

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